

REMARKS

Claims 1 and 3-15 are pending in the present application. Claims 13 and 15 are withdrawn from consideration. Claims 1 and 14 are herein amended.

Claim Rejections – 35 U.S.C. §§ 102 and 103

Claims 1, 3-8, 10-12 and 14 were rejected under 35 U.S.C. § 102(e) as being anticipated by **Lim** (US 7,053,880); and claims 8 and 9 were rejected under 35 U.S.C. § 103(a) as being unpatentable over **Lim** in view of **Sato** (US 7,030,848).

Favorable reconsideration is requested.

Applicants respectfully submit that Lim does not teach or suggest “detecting a grayscale level of *maximum brightness* of the display data for each color” as recited in amended claim 14 and “a detecting unit” for performing this function as recited in amended claim 1.

Lim does not teach or suggest adjusting an intensity of light based on the respective grayscale level of maximum brightness of the display data for each color.

For at least the foregoing reasons, claims 1 and 14 are patentable over the cited references and claims 3-12 are patentable by virtue of their dependence from claim 1. Accordingly, withdrawal of the rejection of claims 1, 3-12 and 14 is hereby solicited.

In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

Application No.: 10/743,806
Art Unit: 2629

Amendment under 37 CFR §1.114
Attorney Docket No.: 032148

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,

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